1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**
   1. Projects based on Entertainment: Music, Theater and Film & Video, are showing good success rate of 77%, 57% and 60% respectively, compare to other industries, and a combined success rate or 64%.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Table: Status in each Category | | | | |
| **Category** | **successful** | **failed** | **canceled** | **live** |
| music | 77.14% | 17.14% | 2.86% | 2.86% |
| theater | 60.23% | 35.39% | 2.66% | 1.72% |
| film & video | 57.69% | 34.62% | 7.69% | 0.00% |
| photography | 46.82% | 53.18% | 0.00% | 0.00% |
| games | 36.36% | 63.64% | 0.00% | 0.00% |
| technology | 34.83% | 35.50% | 29.67% | 0.00% |
| publishing | 33.76% | 53.59% | 12.66% | 0.00% |
| food | 17.00% | 70.00% | 10.00% | 3.00% |
| journalism | 0.00% | 0.00% | 100.00% | 0.00% |

* 1. In general, project fundraising is successful in USA compared to the entire World, specifically in Film & Video, Food, Publishing and technology. Exception: games and theater perform well throughout the world compare to USA.

|  |  |  |  |
| --- | --- | --- | --- |
| **Success Rate: USA vs World** | | | |
| **Category** | **USA** | **World** | **Deviation** |
| film & video | 61.85% | 57.69% | 7% |
| food | 20.24% | 17.00% | 19% |
| games | 35.14% | 36.36% | 3% |
| journalism | 0.00% | 0.00% |  |
| music | 77.04% | 77.14% | 0% |
| photography | 46.27% | 46.82% | 1% |
| publishing | 38.76% | 33.76% | 15% |
| technology | 37.89% | 34.83% | 9% |
| theater | 57.57% | 60.23% | 4% |
| **Total Success %** | **54.34%** | **53.11%** | **2%** |

* 1. Second Quarter sees lot more activity with the fundraising initiations, and with relatively good success rate

And not much initiations during Summer Vacation and Holiday seasons.

1. **What are some limitations of this dataset?**
   1. The record subset of 4,000 does not match the outcome of the complete 300,000 plus projects, the subset has 53% success where as the complete set less success rate or 33.33% (one third).

|  |  |
| --- | --- |
| **Status** | **Percentage** |
| canceled | 8.48% |
| failed | 37.19% |
| live | 1.22% |
| successful | 53.11% |

1. **What are some other possible tables and/or graphs that we could create?**
   1. Pie chart of Backers by each Category, this helps in understanding the interest of general population in each of the category. Contrary to looking at the category solely on the success rate.
   2. Table containing top 3 successful sub-category per each country
   3. Similarly table containing top 3 interest, based on total number of Backers per each of the sub-category.